Brand Marketing Strategy of WeChat Public Number--Take the “Logic Thinking” for Example

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Abstract. WeChat Public Number, as a communication model of the new media, produces the new marketing models. In recent years, the WeChat Public Number has become popular, but its successful marketing has been really uneasy. In this paper, the “logic thinking”, a successfully case is taken for example and some methods such as literature search and case analysis, etc. are adopted to start from the brand images, unique contents and communication objects to analyze the “logic thinking” public number and build the brand marketing strategy.

Introduction of WeChat Public Number

WeChat Public Number

WeChat Public Number is a function added to WeChat by Tencent. An individual or enterprise can apply for a WeChat public number, this number is interconnected with the QQ account number. A seller can transmit words, pictures, voice and video via the WeChat public number and achieve the comprehensive communication and interaction with a group. WeChat public numbers are divided into the service numbers and subscription numbers. You can transmit 4 pieces of message via a service number a month, you can transmit 1 piece of message via the subscription number a month and it is the group texting. The “logic thinking” public number transmits a piece of voice message around 6:30 every morning and it is the subscription number.

Communication Characteristics of WeChat Public Number

1) Diversified push approaches

The push contents of WeChat Public Number are not specifically defined. Any content, if allowed by law can be pushed and once it is pushed, it will immediately be received by the user. As far as the user is concerned, the user can receive the first-hand media information via the diversified push approaches.

2) Free interactive modes

When the user generally receives the pushed information, the user can interact with the public number or share a text or neglect the information. At present, such a mode of “reply of key words” is often used in the Wechat public number. For example, the “logic thinking” transmits a piece of voice message every day, the key words mentioned in the “reply voice” can get more message. When the user replies the key words, interaction occurs. The voluntary behavior which seems simple represents the user’s expectation of and satisfaction with the pushed contents.

3) Private sharing mode

Click the upper right corner of the message, the message in the WeChat can be “shared in the moments” or “shared in the QQ space”. In addition, when it is shared in other APP client’s terminals (such as “Get” and “Today’s Headline”, etc.), such an item of “sharing in the moments” can be also mentioned. Only relatives and friends can see the contents in the WeChat moments; however, the message “shared in the QQ space” will be known by more strangers. The user initially chooses WeChat because of its simple operation and high privacy and safety. Although a piece of message can be also seen in the public number of other APP, most of the users tend to use “sharing in the moments” but not sharing in other platforms achieved by the trans-platform operation and even the publicity of personal privacy.
Analysis of the WeChat Public Number Marketing Models

1) Reduce the cost and expand the marketing channels

Most of the marketers hope that there are a great number of fans under the WeChat Public Number, and the WeChat Public Number can provide such a platform of free publicity for the marketers. In the WeChat Public Number, the marketers can not only advertise for their products with the minimum cost but also publicize their own brands, improve the popularity of the brands and expand the marketing channels with the help of the public numbers.

2) Dialogue on the equal basis and equivalent two-way relations

The marketer is connected with users via the WeChat public number and they mutually build the friendly relations, which is favorable to make the distance from the users closer and let the users relax and tell their truest ideas. In addition, the marketer can grasp the market development direction and improve the marketing strategy in time via the feedback information. For the dissatisfaction that the users give feedback of, the marketer can immediately inform the customers’ service department of explaining to the users in time and then it is handled by the administrative public relations department. This is also one of the new modes that the marketer maintains the reputation of its own brand.

3) Strengthen interactions and build the communication bridge.

What the WeChat public number builds is a long-term and stable trust relation between the marketer and the users. The marketer wanting its own brand and reputation to be popularized should need the support of a great number of loyal users. It is really necessary to know the users’ psychological demands. The WeChat public number can make the marketer and the user communicate with each other in time and grasp the users’ information at the first time. The marketer can also quickly fine-tune the market orientation via the users’ feedback information, thus making the marketing more accurate.

Analysis of the Operation Strategy of the “Logic Thinking” Public Number

“Logic Thinking” is a domestic Internet knowledge community with the strong influential power. Luo Zhenyu, its founder created “Logic Thinking”, such a knowledge public number in December, 2012. By now, there have been more than 5 million persons paying attention to such a public number. “Logic Thinking” transmits the “personal charisma” of Luo Zhenyu, its founder via WeChat public subscription number, knowledge talk show video and audio products, etc.

“Logic Thinking” public number is a successful one of a lot of WeChat marketing cases. The main function of the public number is sales of books. The public number has three first-level columns, that is, “World Civilization History”, “Shopping Mall” and “Service for Users”. The contents of the “World Civilization History” are not fixed. The contents are periodically changed according to the different books promoted every day. The contents of “Shopping Mall” and “Service for Users” are fixed. Under each of the columns, there are its own sub-columns, bound with the “Get” APP.

Create the Brand Image and Personalize the Brand

Different from other WeChat public numbers, “Logic Thinking” has its own characteristics, that is, creating the brand image and completing the “personalization of the brand”. Luo Zhenyu integrates his own image with the brand, thus making “Logic Thinking” complete the creation of the brand image. In the voice promoted in the “Logic Thinking” online video and public number every day, Luo Zhenyu shows his personal image that he is humorous, good at thinking and full of energy with a strong knowledge reserve. After you pay attention to it, the content promoted is “You’ve come! Take a seat here. Fatty Luo is waiting for you!” A simple sentence makes the relations between the number and the users become closer and the users feel what they pay attention to is not a public number but a lively person.
Communicate the Unique Contents and Attract the Users to Buy

One of the most obvious characteristics of “Logic Thinking” public number in the contents is that it makes full use of the voice function of WeChat. Around 6:30 a.m. every day, the public number pushes a 60-second voice and no stop in 365 days of a year. Such a mode makes “Logic Thinking” unique among a lot of public numbers in the same industry. Every 60-second voice has a key word, involving politics, economy, culture and other aspects. Only after the user listens to the 60-second voice can he or she know what the key word means. If he or she is interested in it, he or she can buy the relevant books on the platform. This is the clever way of such a public number.

Communicate with the Accurate Objects and Sift the Loyal Customers.

If the user does not insist in listening to the 60-second voice, he or she cannot know what the key word means; if the user does not give a reply to the key word, he or she will miss the pushed contents and there is only the 60-second voice in “View the historical messages”, which prevents the psychology of some users who want to meet their luck to receive the pushed information when they do not listen to the voice. In addition, it cultivates the users’ habit. “Logic Thinking” takes the membership system to accurately determine the users and the treatments of the members paying the membership fees of 200 yuan and 1200 yuan are obviously different. Some persons shrink back at the sight of the fees. If you do not bind your bank card to the WeChat, you will give up becoming a member due to the complex binding procedure. The users who have gone through so many tests are the loyal customers and high-quality customers. The users can support the products pushed by “Logic Thinking”, thus making the platform better communicate its own products and concepts.

Maintain the Brand Members and Improve the Users’ Satisfaction

“Logic Thinking” started the first recruitment in August, 2013 and there were 5500 members recruited within half a day. In October, 2015, “Logic Thinking” completed the B round of financing, reaching 1.32 billion yuan. The strong economic income source has not been dependent on the membership fees. Therefore, in November, 2015, “Logic Thinking” announced the stopping of recruiting members. 66000 members recruited before have become the life-long members. Among the “small and refined” communities, these brand members are easier to grasp. If the membership is opened blindly, it will affect the reputation created in the previous time and the members are easily to be divided. It can better improve the users’ satisfaction and increase the cohesiveness of the members’ group to stop recruitment and pay attention to maintain the current members.

Inspirations of “Logic Thinking” WeChat Public Number

The Contents are the Most Important and Priorities Should be Given to the Brand

The success of “Logic Thinking” lies in the pushing of high-quality contents. Not only the contents are pushed in the perspective of sellers but also the users’ demands are considered. The WeChat public number is not only a seller’s shopping mall but also a platform of mutual equal exchange, so it is really necessary to analyze and investigate the users’ demands.

The WeChat public platform put the data statistical function online on August 29, 2013. Its role is to analyze the property of subscription users. The marketer should investigate more users’ likes and dislikes for the different contents, so the valuable and attractive contents can be controlled, chosen and pushed.

Control the Frequency and There Should be Varieties of Forms

If the pushing frequency is too high, the users’ satisfaction will be greatly discounted, bringing about the cancellation of attention; however, if the pushing frequency is too low, it is easily neglected by the users. In order to prevent these, the seller can set the key words behind the scene and the maximum 600 key words can be set. When the user replies a key word, he or she can obtain the relevant contents, so not only it can meet the users’ information demand but also the users are not easily disturbed.
Before May 7, 2017, “Logic Thinking” could push a voice message every day. Since May 7, “Logic Thinking” will have pushed 2-4 messages and the pushing time has been unchanged. It is changed because the long-term unchanged form will make the users aesthetically fatigued and a voice transmits a few contents. If no key word is replied, a lot of useful information will be missed. “Logic Thinking” has completed the building of the brand image and determined the members’ group, so for the fixed users, it is the most important to achieve the multiple forms of pushing and carefully maintain the members.

**Pay Attention to the Online and Offline Interactions**

After seeing the valuable information which can strike a chord, most of users generally expect to interact with the seller and get the feedback at the first time. Such interactions can not only be achieved online but also offline. Although the offline interactions are complex and needing a complex process including the long-term plan, accurate implementation and afterward rethinking and a large amount of time and money should be paid, to a certain extent; however, viewed from the feedback of the sellers which have held the offline activities, such an activity seems taking a lot of trouble, but it can attract a great number of WeChat users. The face-to-face exchange of the seller and the users in the life will make the users feel that the seller really exists, thus strengthening the reputation.

In the “Logic Thinking”, some offline exchange activities, including some large crowd funding activities such as Fatty Luo fans’ exchange meeting, etc. are often organized, and even the users can spontaneously organize some activities to make friends and develop the offline activities. It can meet the users’ psychology of being respected to make the users have the right of speech. Viewed from a long term, it is worthy of reference by other public numbers.

**Conclusion**

Nowadays, WeChat public numbers have spread unchecked and a lot of them have had a certain quantity of users, but few persons can make profits via the public numbers. The reason is that they do not develop the brand marketing according to the communication characteristics of WeChat public numbers or excavate the users with the high loyalty. After knowing the marketing model of “Logic Thinking”, the marketer easily makes better choice when operating its own public number.

**References**


